PREPARE TO MOBILIZE NATION'S MOTOR RESOURCES

Automobile Men Join in Move for Preparedness

With Railroad Officials They Will Co-operate with Government in Perfecting Transportation Plans—Taking a Census of the Nation's Motor Trucks.

Definite steps toward the coöperation of the various national automobile associations and the railroad companies with the Federal government in the formulation of plans affecting the preparedness of the country in the mobilization of its motor and railway transportation facilities in time of need were taken early last week at a conference at Washington between the automobile and railroad interests and the officers of the War College. While no official statement was made as to the developments of the conference it is understood that gratifying reports were made by the various interests as to their preparedness to adapt themselves to war conditions upon short notice.

At the last monthly meeting of the board of directors of the National Automobile Chamber of Commerce it was voted that the chamber, representative of more than 90 per cent of the industry, should coöperate with Howard E. Coffin, of the Naval Advisory Board, in the work he is carrying on. As the first move in this plan Alfred Reeves, general manager of the N. A. C. C., was delegated to compile complete information concerning the privately owned motor trucks in the country. These statistics are to be classified by districts, and it is probable that the work will go so far as to include the actual drafting of plans for use of the machines in each territory. Besides tabulation of actual trucks, stocks of spare parts and supplies, carried at factories and branches, are to be listed, and even the drivers, repair men and factory workers are to be taken into account, with the idea of making it possible to secure quickly a body of experienced men for service in any part of the country.

The War College has been working for years on transportation plans to be effective in the event of war. The purpose of the conference held last week with the automobile and railroad representatives was to formulate a complete line of procedure as soon as this can be done. The limitations set by the provisions of the United States statutes at this time were explained clearly, as well as some of the legislation contemplated, such as that proposed to be enacted in the form of the Chamberlain bill to provide for a motor truck reserve corps, the President appointing reserve corps subject to the orders of the War Department at any time in case of special emergency and for relatively short intervals in times of peace. It is thought that the motor truck corps would be under the jurisdiction of the quartermaster's department, and the railroad transportation plans under the direction of the engineer corps of the army.

It is appreciated, of course, that modern mobilization plans are, in view of the Great War, subject to relatively quick changes. No nation abroad has given up animal transportation entirely in war. New regulations of this government are being tried out in Mexico at this time. In mobilization regulations current abroad at this time motor transport is divided broadly into two classes, consisting of heavy trucks and light trucks, respectively. Pleasure car automobiles and motorcycles are, of ourse, used extensively as well. By the use of 2,500 trucks 50,000 troops have been moved in what would have been thought in past years an incredibly short time. The use of the trucks for transporting supplies is obvious.

The automobile industry will appoint representatives to work on a national plan to be developed in detail. Ways and means must be had to form units of procurable machines and material. The automobile industry will in the last analysis have to supply the men to man the trucks, as well as the trucks themselves. The number of trucks needed would depend on the length of haul rather than the number of men or the amount of supplies to be hauled. It is estimated that there is nearly 30 per cent saving operating trucks thirty miles a day as compared with horse haulage.

The good roads authorities are hopeful that with the existing methods of state aid in forty different states and the proposed Federal aid there will be in a short time four or five roads across the United States in an east and west direction and the same number north and south.

There is good assurance that an adequate military transportation system will be established and maintained in this country, inasmuch as the government officials and the civilian authorities are working sincerely with due strenuousness and effectiveness to this end.

The members of the Society of Automobile Engineers, through its council, signified some time ago its readiness to assist the Federal government by coöperating with it to develop a military transport. The Society of Automobile Engineers represents the mechanical organization and inventive genius of the American automobile business, and has developed its standardization work to a point of efficiency which has received international recognition in engineering practice.

The board of directors of the National Automobile Chamber of Commerce has authorized its executives to meet the military authorities at every point in the development of plans for motor transport service. The N. A. C. C. has already on file complete and accurate information concerning the manufacture and shipment of motor vehicles, together with records of dealers' organizations and up-to-date lists of trucks and pleasure car owners in all sections of the country.

The American Automobile Association, with organizations in practically every state, is the national body of owners of pleasure cars, and through it it will be possible to coördinate the various sections of the United States.

The American Railway Association Committee was formed some time ago to coöperate with the War Department in transportation plans looking to the national defence.

WANTS ARMY TO USE BIG TRUCKS

Truck Club Asks Baker to Test Capabilities of 5-6 Tonners.

Following an experimental run, in which six heavy trucks and seven touring cars were driven sixty-five and one-half miles in ten hours and thirty-six minutes running time under the most adverse weather conditions, the Motor Truck Club of America has become a strong advocate for the adoption by the Federal government of this type of vehicle for its army transport service. With the idea of presenting the results of the recent test run from this city to New City and return under the observance of army officers, and also to persuade the War Department to conduct similar service tests of the capabilities of the five and six ton vehicles, a special committee of the club had a conference with Secretary of War Baker, at Washington, last Thursday.

It was pointed out to Secretary Baker that in the event of emergency the War Department would be compelled to requisition practically every type of truck available, and that as many of these would be of the heavier type it is important that the government become familiar with their capabilities in advance and be prepared to use them effectively. The committee urged that the War Department immediately purchase a fleet or two of five and six ton motor trucks and put them at work in actual campaigning in Mexico to prove the club's contention that they are not only practicable, but in some respects preferable to smaller units—in spite of the prevalent idea on the part of military theorists that no motor truck exceeding two tons is suited for army work.

The truck men also suggested that Secretary Baker create an advisory and consulting committee of expert operators of large fleets of commercial motor vehicles, to serve without compensation or selfish interest, their experience to be continually at the disposal of the War Department, to the end that the "United States army motor transport service" shall attain the maximum efficiency, that intelligent coöperation of the best civilian and military experience can insure.

L. I. A. C. Reception and Dance.

A reception and dance will be tendered to the president of the Long Island Automobile Club by the members of that organization at the clubhouse, Bedford Avenue, at Halsey Street, on Tuesday evening, April 25.

REMODELLED QUARTERS FOR THE MAXWELL COMPANY.

Harry J. De Bear, local Maxwell manager, now boasts of one of the most artistic and attractive showrooms in motordom.

WANT CARS FOR ORPHANS

Depend on Philanthropic Motorists to Aid in Outing to Children.

Entry blanks calling for cars and cash donations have been sent out by the committee in charge of the twelfth annual orphans' automobile day outing, which is to be held at Donnelly's Grove, College Point, Long Island, on Thursday, June 8. Horace de Lisser, president of the Orphans' Automobile Day Association of New York, Inc., which organization conducts these annual "joy fests" for the unfortunate "kiddies" of New York's institutions, has appointed every automobile salesman, as well as others connected in any way with the automobile industry, members of the transportation committee, whose chief duty is to obtain as many cars as possible to transport the children to their destination and return.

This charity of getting together some 5,000 or more orphans and destitute children of New York, of all denominations, and taking them in real automobiles for a long ride into the country, giving them a substantial noonday luncheon, followed by a day of fun and happiness, is deserving of the coöperation of every motorist.

What is needed now is automobiles and money, and those who are in a position to loan their cars or donate money for this purpose are requested to notify Secretary John J. Korbel, Motor Club, 222 West Fifty-ninth Street, telephone Columbus 1729.

Engineers Striving to Reduce Motoring Costs

Considering All the Problems that Confront the Car Owner, Including a Substitute for Gasolene as a Motor Fuel —Standardization Benefits Consumer.

With all the legislative and other measures being taken to lower the price of gasolene to the ultimate consumer, the part taken by the automobile engineers in decreasing the cost of operating cars cannot be ignored. The work being done by the automobile engineers was recently explained by Russell Huff, president of the Society of Automobile Engineers. Mr. Huff, who is now chief engineer of the Dodge Brothers and was formerly consulting engineer of the Packard Motor Car Company, showed that the automobile engineer is keenly alive to the fuel situation and is busily engaged in devising means of making better use of gasolene or of using kerosene and other less expensive fuels.

"As a matter of fact," said Mr. Huff, "there is no fundamental reason why automobile engines will not operate satisfactorily on kerosene. If gasolene should cost so much that the user can be persuaded to give up his gasolene engine, which is naturally the favorite at present, because of the universal familiarity with its operation and because of the high standard of development it has attained—then the engineering workers of the industry can be depended on to provide an engine that will operate efficiently on some other fuel.

"Gasolene, however, is only one out of many items of expense in running an automobile. Of course, it is an important item, and we all hope its price will soon stop increasing and fall back again to its former value. What the owner wants and what he should have is a car that will have a low total cost of maintenance. The Society of Automobile Engineers is endeavoring to reduce maintenance costs by promoting the principles of interchangeable manufacture. These principles are laid down by the standards committee of the society, the work of which has been far-reaching in its effect on the industry.

"A recent investigation among the large automobile manufacturers has shown that a large majority are using extensively the standards established by the Society of Automobile Engineers. The S. A. E. screw and bolt standard, which has been specially developed to meet the needs of the automobile industry, is used by 94 per cent of the companies from whom reports were received. S. A. E. lock washers, consisting of thirty-five sizes, instead of 300 or 400 sizes, formerly used, are standard practice with 90 per cent of the makers, and the S. A. E. spark plug is used by 93 per cent of those from whom information was received. These figures show the esteem in which the S. A. E. standardization movement is held among manufacturers. The user has benefited through the steady reduction in price of cars, accompanied by an actual increase in quality.

"The work of standardization is never finished. The automobile industry is developing so rapidly that constant investigation and research work are required to keep not only pace with but almost in advance of the art. The work of standardization is being constantly carried on by the brightest minds among automobile engineers serving as members of the divisions of the S. A. E. standards committee.

"Only last month (March) the result of painstaking labor by these men was officially adopted by the Society of Automobile Engineers, and is thus made available to the whole industry. The standards adopted include specifications for electric cable for gasolene automobiles, mileage and speed ratings for electric trucks, specifications for steel, covering the manufacture, purchase and methods of making chemical analyses and physical tests; standard sizes of license plates, standard location of engine and chassis numbers, rubber hose and hose fittings, and methods of ordering and testing leaf springs.

"The manufacturers of engines for agricultural tractors are using S. A. E. standards as a basis for specifications, and thus in the future the farmers of the country will benefit by the work originally started by the automobile engineers. Organizations of motorboat and aeroplane engines are also planning to use S. A. E. standards as a foundation in their own standardization work. That these sister industries can make use of standards adopted originally for the automobile is in itself a tribute to the soundness and adequacy of the work of the Society of Automobile Engineers. The older organization is giving every assistance to the motorboat and aeronautical engineers, and is gladly using its accumulated experience in forwarding what has been and is likely to be in the future the strongest factor in the success of American industry."

Some Simple Remedies for the New Motor Car Owner

By ALFRED H. BARTSCH.

There are always to be found a number of motorists who become stranded by the roadside each time they venture beyond a very limited distance from home. If the cause of their forced delays were investigated it would be found that they were generally of a trivial nature, such as could have been avoided by taking the proper precautions in advance.

SO OFTEN does the "ounce of prevention is worth a pound of cure" moral enter into the conclusion drawn from the diagnosis of the situations which "hang up" the owner on the roadside, that this article is devoted to a recapitulation of some of the more simple remedies, or precautions, that are the secret of the success of those fortunate owners who run their cars year in and year out without roadside delays.

Contrary to the usual opinion, these successful owners know no more than the average; few have had any extensive experience in machinery, and the majority have never even been inside an engineering works. Perhaps their success is due to their ability to apply the remedy in advance of the difficulty, or because they conceive causes before their effect is produced; at any rate, they seem to possess a faculty of warding off the demon of breakdown.

It may be said that the precaution suggested is a matter for the manufacturer to attend to when building the car. But, you must remember, all are not as wise as yourself, and in this day of modern motor car practice, price has become a ruling factor, so much so as to be considered as much for its own sake as is merit itself, but when civilization adopts this mental attitude toward the motor car, as many individuals unquestionably do, it is time to point out that what you don't pay for you are not likely to get.

Some useful hints follow that can undoubtedly be applied with advantage to your new car, even though your neighbor stands in no need of the same advice, since his car's mechanism is already perfect to this degree.

Since it is the engine that makes the car go, so it is most likely to be some failure in the engine that is the cause from which it stops. And, moreover, just as it is the diet to which the human body is subjected that has more to do with its fitness or unfitness of condition than any other single factor, so it is the fuel supply of an engine that, before all else, needs to be perfectly arranged. Let us, therefore, start these simple remedies at the beginning by considering the fuel supply, and let us further bear in mind that in the case of all simple remedies it is a thorough recognition and appreciation of first principles that makes their application a success.

Filter the Gasolene.

Thus, in the fuel supply, let us start with the principle of cleanliness, than which there is no principle more vital to the preparation of any kind of food. Impurities in the engine's fuel supply are fatal to good working; in fact, the impurity seldom gets as far as the engine before it causes trouble, since the minutest speck of solid matter is sufficient to choke the jet of the carburetor and interrupt all further supply from that point onward. Notwithstanding the fact that you are dealing with minute and invisible difficulties, consistent care is an absolutely sure way of eliminating their evil work.

When filling the tank, for example, make a practice of wiping clean the region of the opening before removing the cap, as this is generally covered with dirt and dust. Never fill the tank without using a strainer, and if you have no strainer or chamois, use a silk pocket handkerchief, if you have one, for it makes an excellent filter.

Incidentally, when you want to know the amount of "gas" in your tank and have no gauge, do not use a dirty stick as your measuring gauge; many a man unconsciously does so after taking the most elaborate precautions to eliminate particles not one fraction as large as those he afterward introduces wholesale without realizing it.

Replacing Fuel Leads.

Sometimes the fuel pipe breaks, and the cause is generally vibration. The first thing to do is to fit in a new length and see that the pipe is properly supported; for this purpose, follow the channel side member of the main frame; the pipe can be well supported and excellently protected there.

Even when the gasolene is filtered at the tank there should always be a filter in the supply pipe also, and preferably it should be situated near the carburetor, for then it is in a very accessible position. If your car is not already provided with one, such an accessory should be obtained without delay; if it is already there, remember that it needs cleaning out occasionally. If your gasolene pipe breaks at the union near the carburetor, procure a longer length of pipe and coil the extremity in a loop so as to make the attachment less rigid.

Ignition Difficulties.

Ignition troubles, at one time, were supposed to be the cause of every ailment to which an engine was heir, but since the general adoption of the more perfected ignition systems the firing arrangements have so much improved that even an expert thinks twice before blaming the spark, even though he may feel that there is something at fault in the circuit. Nevertheless, the ignition system of most of the modern electrically equipped cars is rather delicate, notwithstanding that it does wonderful work, and if anything does go wrong with it, it is scarcely within the province of the amateur to set it right. For this reason the motorist in outlying districts, far away from the convenience of a local repair shop, would be well prepared to have on hand sufficient spares for his car, including a set of dry batteries, and to find some quiet corner under the seat where they can be stored away in wrappings against emergency. They can be made to fit in a small place, and they weigh but little; but what a blessing they will be should you happen to have a serious breakdown in that quarter.

If the car has magneto ignition you will not have to depend upon batteries, but it may be wise to carry a spare kit containing an extra high-tension brush and a low-tension contact breaker. Do not over-lubricate your magneto, and do not let it get covered with oil and dirt; above all, keep water away from it, and if you are going to dash through driving rain and deep puddles, beware, for your gladiatorial spirit will produce spectacular splashes that will put your ignition system out of commission, perhaps at a very critical moment. As to the lubrication, two or three drops of oil every 500 miles is enough for any good magneto.

Hard Starting.

With neglect some engines become increasingly difficult to start, and the first things to look at are the spark plugs and the battery or magneto contact breaker. Generally the gap between the sparking points of the plugs is too large, and often the separation of the contact breaker points is too small. The gap in each case should be one-fiftieth of an inch for a magneto and slightly larger for a battery system, unless there are special instructions to the contrary. Do not guess these measurements, because you cannot possibly do so with any degree of accuracy. Always carry and always use a gauge.

Spark Plugs.

Now and again you will be tempted to change your plugs for a different pattern that is said to be an improvement. Undoubtedly some plugs are better than others, and especially is this the case when they have to work on only engines where the oil is deposited on the porcelain and having become carbonized causes a short circuit of the current, thus putting the plug out of action. Therefore when you select new plugs bear this point in mind; also be sure that the new plugs you fit to your engine project far enough through the cylinder wall. If the threaded portion of the plugs is short in their reach they will leave a small pocket in front of each spark point where inert gases can get trapped. It is now very generally recognized that the distortion or wave motion of the incoming mixture exercises a very beneficial influence on the rapidity with which the flame is propagated throughout its midst. It follows that attempting to fire a fresh charge with dead gas surrounding the electrodes is very likely to be attended by unsatisfactory results.

Only the other day a case of this sort came up in which a set of what are perhaps the most advertised plugs on the market were used to replace quite inferior articles, and yet gave the most miserable results solely, as it transpired, from this cause.

A little point to remember, when judging plugs on first principles, is the tremendous heat to which their extremities are subjected inside the cylinder. If there is too great a mass of metal it is likely to retain so much heat as to cause pre-ignition; on the other hand, the overheating of a properly designed section of porcelain will cause deposited oil to be absolutely burned away and thus to automatically prevent short circuiting from this cause.

Ignition Pointers.

Do not forget, of course, to keep all terminals tight and clean, neither forget to see that the wires are well clear of the exhaust pipe. It is not every car that has the refinement of a special casing for the wire. Another useful precaution is to number each wire at its ends and to number the firing order of the cylinders and the magneto or distributer terminals accordingly.

Remember, also, when you remove a magneto for any purpose that there are two ways in which the coupling connection can be re-made when putting the magneto back, but that there is only one position that is correct, and this is determined by the position of the high tension distributer brush and of the pistons in the cylinders of the engine. Always, therefore, observe the position of the high tension distributer before you remove the magneto and never on any account turn the engine when the magneto is not there. By this little precaution you may avoid all trouble when recoupling.

Tire Knowledge.

Tire troubles are largely a matter of luck. The most you can do is to minimize the inconvenience resulting from a mishap. In the first place, use nothing but the best tires, and always take the trouble to see that they are inflated to a proper pressure, which depends a good deal on their size, the weight of the car and, in some measure, on the speed you drive at. Fast travelling on a very hot day causes excessive heating and the liability of a blowout.

In the whole art of motoring there is nothing more economical than moderation in speed, and especially is this true in regard to tire troubles. Carrying a rim with an inflated tire already attached saves the trouble of repairing a tire on the road. When faced with the necessity of making a repair, keep cool, put on an overall suit and go to it with a smile—it pays.

When travelling in localities where nails are numerous there is a considerable liability to puncture. It is worth while fitting a length of small chain under the mudguard in such a way as to flick off a nail that has been picked up by the point but not yet driven home. There is reason to believe that a nail is not fully embedded in the tire at the first revolution of the wheel, and that there is therefore some chance of removing it if it is caught in time.

WILL PUSH ACTION ON INTERBORO PARKWAY

Queens Chamber of Commerce Urges Haste in Making Road.

At a recent meeting of the board of directors of the Chamber of Commerce of the Borough of Queens a special committee composed of Robert W. Higbie, John Adikes and M. J. Degnon was appointed to hasten the construction of the "Interborough Parkway," which will connect Eastern Parkway, in Brooklyn, with Forest Parkway, in Queens. The completion of this important highway improvement will be of immense benefit to both the boroughs of Brooklyn and Queens.

C. G. M. Thomas, president of the Queens Chamber of Commerce, has pointed out to the Board of Estimate the long delay that has already occurred and has urged immediate action in this matter, which, he says, will benefit hundreds of thousands of automobilists who travel between the boroughs of Brooklyn and Queens. In his letter to the members of the Board of Estimate Mr. Thomas said:

"It is now fifteen years since the project was inaugurated for the construction of a roadway connecting Eastern Parkway, in Brooklyn, with Forest Parkway, in Queens, through Cypress Hills and Mount Carmel cemeteries. It is now nearly two years since the Board of Estimate adopted an amended topographical map, with the 100 feet wide Interborough Parkway shown thereon, but nothing has been done to authorize the construction of this proposed parkway.

"The tremendous development of motoring in the past five years makes the highway imperative not only for Brooklyn and Queens, but for the rest of the city as well. The hills along the borough boundary lines, crested with impassable cemeteries, have been barriers to the social and commercial intercourse of the two boroughs, too long."

TO AGAIN PROMOTE MOTOR TOUR WEEK

A. A. A. to Accelerate Motor Mileage First Week in July.

While the road touring season reaches its greatest heights in the summer months, an effort will be made again this year to have the first week in July, which includes the "Glorious Fourth," figure as the maximum period, as was the case a year ago, when the American Automobile Association and the National Automobile Chamber of Commerce coöperated in accelerating motor mileage by calling upon the clubs of the owners' organizatio and the automobile dealers to encourage every motorist to take to the highway.

At the April meeting of its executive board, the A. A. A. accepted a suggestion of the Ohio State association that the plan be repeated, in the belief that the two and one-half million motor car owners will demonstrate in added degree the wonderful ability of the self-propelled vehicle in covering distance and in making the people of the counties and states better acquainted with one another and thus solidifying a national sentiment which is essential to the adoption of an effective and comprehensive scheme of war preparedness.

In the preparedness conference, which took place in Washington, April 17, at the War College, the American Automobile Association and the Society of Automobile Engineers participated along with the National Automobile Chamber of Commerce and the Motor and Accessory Manufacturers in the deliberations which had in view the ultimate adoption of a concrete form of interrelated effort.

It was inevitable that the A. A. A. spokesmen, who were headed by President John A. Wilson, should call particular attention to the necessity of highways as a part of any effective defence proposition.

NEWS AND NOTES

The local offices of the Timken Roller Bearing Company, Canton, Ohio, and the Timken-Detroit Axle Company, Detroit, have been removed to 1790 Broadway, in the United States Rubber Building. They were formerly at Broadway and Sixty-eighth Street.

In order to provide room for further plant construction, the General Motors Company has purchased thirty-five acres of land in North Detroit, but as yet, it is stated, no plans have been made for immediate use of the property.

The Briscoe Motor Corporation, Jackson, Mich., has leased the plant of the Fuller Buggy Company, which will be used for assembly purposes.

The Maxwell Motor Company is preparing to place a "stunt" model of its roadster on the market. The car is modelled somewhat after the Maxwell racers, having aluminum pistons and other racing design features. Ten were originally made for the Maxwell department heads, and these created such a demand for duplicates that they are to be marketed in limited numbers.

Remarkable increases in production since the beginning of the year are reported by the Pathfinder Company, Indianapolis. The number of cars shipped since January 1 shows increases of 400 per cent for January, 270 per cent for February, 226 per cent for March over the corresponding periods of 1915. Sales are now running 100 per cent ahead of production and production is now at the rate of 200 per cent over the same period a year ago.

A new roadster of four-passenger capacity is the latest addition to the line of the Empire Automobile Company. The car, which is scheduled to be ready for delivery next month, in general lines conforms with the touring car models with the high cowl and sides. There are two doors in front and two passengers are accommodated by the individual type of front seats. Between the seats is an aisleway ten inches wide and the rear seats are thirty-six inches wide. A luggage carrier occupies the entire rear deck. The roadster is mounted on a six-cylinder chassis, with a 120-inch wheelbase.

Having temporarily discontinued the manufacture of automobiles, the R. C. H. Corporation will devote its attention to the continuation of the repair parts business for R. C. H. cars. It has recently obtained new quarters in Detroit, from which it will handle all orders for parts and repair work.

That workmen in factories on night shifts are 40 per cent less efficient than those working on day shifts is the conclusion of George D. Babcock, production manager of the Franklin Automobile Company. Mr. Babcock, after studying the efficiency of night factory forces, concludes that even with greatly increased supervision per man and with special incentive for night work, such as 10 cents extra an hour to the night men, it is impossible to get more than 75 per cent of the efficiency obtained from the day shift.

It is not generally known, but the King Motor Car Company holds the distinction of having the first automobile to run on the streets of the world's greatest automobile manufacturing centre—Detroit. The first King car appeared in June, 1894, and was driven by Charles B. King.

In a recent motor trip of 157 miles on Long Island, Samuel S. Toback, president of the A. Elliott Ranney Company, local distributers of the Daniels Eight, discovered three things of importance: First, that the roads in that section are in fine condition for motoring; second, that the Long Island Railroad Company has a most sensible sign erected in Flushing warning motorists of railroad crossings, and, third, that the Daniels, even with its big 3¼x5 motor, of eight cylinders, can average 12.23 miles to a gallon of gasolene on a trip of this kind.

J. F. PLUMMER FORMS COLONIAL MOTORS

Pioneer Locomobile Manager Takes Agency for Liberty Car.

After sixteen years as New York manager of the Locomobile Company of America, John F. Plummer, recently resigned, has organized Colonial Motors, Inc., which will exclusively handle in New York the new Liberty car, manufactured by Percy Owen, of Detroit.

Mr. Plummer's decision to handle the Liberty car in New York reveals an interesting agreement in the motoring judgment of Mr. Plummer and Mr. Owen. Mr. Plummer represents the longest successful selling experience in New York, and Mr. Owen, also well known in New York, represents a combination of long selling experience and manufacturing training. It is interesting to note that both of these men recognize that there is now more than ever a large demand for the small, strictly high grade motor car at a reasonable price. The Liberty car has been built to fill exactly this demand, and will sell in the $1,000 class.

Colonial Motors, Inc., will open their New York showroom about June 1, at Fifty-sixth Street and Broadway. With President Plummer will be associated Arnold Wood, as vice-president, and among his stockholders are a number of prominent New York business men.

John F. Plummer.

"GAS" EDUCATION NEEDED

R. T. Hodgkins Says Car Owners Are Wasteful in Operating Methods.

"Automobile owners in this country can certainly learn a lesson in gasolene economy from motorists in foreign countries, where the price per gallon of gasolene is from 65 cents to $1," said R. T. Hodgkins, sales manager of the Studebaker Corporation, who paid a visit to the local Studebaker branch last week. "In those countries they zealously guard against extravagance in running their cars. And this is the species of education that we are trying to urge Studebaker users to acquire. Our dealers are impressing it upon owners, urging them to feel free at any time to come in for advice on how to increase the mileage per gallon."

Mr. Hodgkins believes that the American car owners need education as to how to get more miles per gallon of gasolene. This educating has already been undertaken by the Studebaker company.

REDDEN RE-ENTERS INDUSTRY

To Make Attachments for Converting Fords Into One-Ton Trucks.

C. F. Redden, for a number of years Eastern manager of the Studebaker Corporation, and later general sales manager of the Maxwell Motor Company, has organized the Redden Motor Truck Company, which has established offices in the Locomobile Building, 16 West Sixty-first Street. The company will make the "Redden-Make-A-Truck," a rear-end construction which converts an ordinary Ford car chassis into one adaptable for motor trucking purposes. The Redden attachment consists of a truck axle with adjustable radius rods, truck springs, truck frame, artillery type of truck wheels, solid rubber tires, and is so designed as to silde over and bolt through the Ford frame. The regular Ford axle becomes a jack shaft and is relieved of the shocks and jars of road contact.

CHRISTIAENS ENTERS SHEEPSHEAD RACES

Belgian Speed Pilot Now on Way with Six-Cylinder Sunbeam.

Despite the war, the opening race meet at the Sheepshead Bay Speedway on Saturday, May 13, is to have an international flavor, Everard Thompson, manager of the board course, announcing yesterday the receipt of a cable entry from Joseph Christiaens, the Belgian driver, for the Metropolitan Trophy and the Queens Cup events. Christiaens, who came to this country two years ago to participate in the 500-mile race at Indianapolis, in which event he won sixth place, is now on his way across the Atlantic with a six-cylinder Sunbeam.

The first official report made by the Sheepshead management concerning entries discloses the fact that to date thirteen cars have been nominated for the feature events on May 13. These cars are the Peugeot, to be driven by Ralph Mulford; Christiaens's Sunbeam, four Delages, to be piloted by Carl Limberg, Aldo Franchini, Jack Le Cain and Jules de Vigne, respectively; three Crawford cars, two of which will be driven by Billy Chandler and Dave Lewis; two Bergdolls, with Grover Bergdoll and Eugene Stecher as pilots; a second Sunbeam and a Duesenberg.

That the Maxwell team of two cars will be among the starters was made evident by a communication from Eddie Rickenbacher, captain of the Indianapolis Speedway team, to Harry de Bear, the local Maxwell manager, in which the racing driver stated that his cars would be shipped to New York to-morrow. It is expected that the limited field of thirty-two starters will be available for the Metropolitan and Queens races.

Moline-Knight Man Visits City.

Charles H. Vandervoort, of East Moline, Ill., general sales manager for the Moline-Knight automobiles, paid a visit to New York during the last week, and while here ran up to White Plains with C. H. and Arthur L. Washburne, state distributers for the celebrated sleeve-valve motor cars. At White Plains they inspected a carload of new machines which had just arrived for H. C. Garnsey, the local agent.

While out in the country Mr. Vandervoort expressed a desire to see Sing Sing prison. So the party motored to Ossining and obtained admission, being piloted through the prison by one of the officers of the Welfare League, an inmate, who showed them all the ins and outs of the institution.

ANNOUNCING

The Tribune Motor Service Department.

SERVICE for the automobile owner! The phrase with a limitless meaning and one which is now as common in the minds of motor car owners as the rising price of gasolene. But the car owner's need for Service does not end with the maintenance of his car in mechanically perfect condition.

If he is a live motorist he desires to become more familiar with his car, its idiosyncrasies and their remedies; the mechanical details of his neighbor's car or of the machine that took the High Street Hill in better shape than his.

He will need competent advice in the laying out of an itinerary for the "over-the-holiday" tour; in selecting the route to a popular seaside or country resort; concerning the legal requirements as affecting automobiles in the various cities and states and the numerous other problems that are constantly perplexing the average car owner.

Furnishing this class of Service is to be the object of the TRIBUNE MOTOR SERVICE DEPARTMENT, which will be inaugurated next Sunday, April 30, and conducted every Sunday thereafter. Readers of The Tribune are requested to refer all motor problems and questions upon which they may wish information to this department, which will always be pleased to serve.

MOTOR MOVIES

Paul Fitzpatrick has been appointed sales and advertising manager of the Guaranty Securities Corporation, which has headquarters at 120 Broadway. He was formerly with a Canadian advertising agency.

Arthur E. Linsden, European manager of the B. F. Goodrich Company, of Akron, Ohio, is in the United States on a brief business trip. He has charge of the Paris factory of the company.

Howard Newlin has become supervisor of the traffic and transportation department of the Maxwell Motor Company, Detroit. He was formerly traffic manager for the Pennsylvania Steel Company.

Victor von Schlegell has become vice-president of the United and Globe Rubber Company and makes his headquarters at the sales offices in this city.

On May 1 the Winton Company, of Cleveland, will add $200 to the price of its Model 33, making the price $2,485. This is the five-passenger model.

J. A. Cannon has been appointed sales manager for the White Star Refining Company, producers of the White Star "Extra Quality Motor Oil." Mr. Cannon was formerly sales manager of the National Refining Company at Cleveland, and has had a number of years' experience in the oil business.

Interests formerly connected with the Detroit speedway projects are interested in the Birmingham Motor Speedway Company, at Birmingham, Ala., of which August Herrmann, of Cincinnati, is president. A two-mile speedway is to be built around the lake of the Birmingham Motor and Country Club, and it is expected that half a million dollars will be spent before the course is ready for motor racing.

A. P. Warner, founder of the Warner Instrument Company, which later became affiliated with the Stewart company, forming the Stewart-Warner Speedometer Corporation, has become head of the Warner Auto Trailer Company, which has been formed at Beloit, Wis., for the purpose of manufacturing commercial trailers and the type of trailer called the Twentieth Century Prairie Schooner, designed to facilitate touring.

The Knickerbocker Motor Truck Manufacturing Company, of 151st Street and River Avenue, have taken the agency for the Stegeman 1½, 2½, 3½ and 5 ton 6-cylinder electric starting worm drive line of motor trucks, made by the Stegeman Motor Car Company, of Milwaukee. Their territory will cover twenty-three counties within a seventy-five-mile radius of New York City. The Knickerbocker Company will continue to manufacture their 5-ton 4-cylinder chain drive truck, which they have been building for four years, and will also enlarge their service department for all classes of automobile work.

That horse delivery is on the wane in our larger cities is evidenced by the marked increase in motor truck purchases by the large express companies. A. P. Bourguardez, district manager of the General Vehicle Company, reports the sale of over sixty G. V. electrics to the Adams Express Company in the last eight months, and recently an order was signed for forty-five heavy duty electrics for the American Express Company. Twenty will go to Boston, and twenty-five will be added to local service. The Anheuser Busch Brewing Association also bought heavily for Chicago. Recent sales by the General Vehicle Company bring their total New York distribution up to 2,171 electrics.

It is expected that deliveries on the one-ton truck to be made by the recently incorporated Clyde Motor Truck Company will commence in July. This company, which is incorporated under the laws of Delaware, with an authorized capitalization of $750,000, has acquired a plant in the motor vehicle district of Long Island City. The truck is listed at $1,000.